

Rep Order# 6832438 Ver# 4 Status Returned
 EC'd Yes
 Station KSNV-TV LAS VEGAS, NV.
 Advertiser () AMER. CROSSROADS
 Product American Crossroads
 Estimate# 694
 Buyer Emily Milhoan
 Phone#
 Fax#
 SC=*

Traffic Order# 104\$22

Printed: 07/27/2012 11:40 AM
 Last Received: 07/26/2012 7:46 AM

Showing Bytlines: All Lines

Agency () CROSSROADS MEDIA 66 CANAL CENTER PLAZA, SUITE 555 ALEXANDRIA, VA 22314	Rep Firm () PHILADELPHIA () AMY MCCREARY
Agency C/P/I/P2/E 11/27/694 Flight Dates 10/30/2012 - 11/05/2012 Hiatus Weeks	Sales Office () Salesperson () Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

PLEASE SEE BELOW FOR TP CHANGES. THANKS!

— REMARKS —

Line	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	NBC SUN-FTBL<	---	---	---	---	---	---	---	---
1	SU	5P-630P	NBC SUN-FTBL<		:30	\$650.00	11/04-11/04	0	0	0	\$0.00	
2	SU	7P-9P	NBC SUN-FTBL<		:30	\$1,000.00	11/04-11/04	0	0	0	\$0.00	
3	TU	430A-5A	WAKE-W/WAGNERS		:30	\$200.00	10/30-10/30	1	1	1	\$200.00	
4	W	430A-5A	WAKE-W/WAGNERS		:30	\$200.00	10/31-10/31	1	1	1	\$200.00	
5	TH	430A-5A	WAKE-W/WAGNERS		:30	\$200.00	11/01-11/01	1	1	1	\$200.00	
6	SU	430A-5A	WAKE-W/WAGNERS		:30	\$200.00	11/04-11/04	1	1	1	\$200.00	
7	M	430A-5A	WAKE-W/WAGNERS		:30	\$200.00	11/05-11/05	1	1	1	\$200.00	
8	TU	1230P-1P	NEWS 3 AT NOON		:30	\$325.00	10/30-10/30	1	1	1	\$325.00	
9	W	1230P-1P	NEWS 3 AT NOON		:30	\$325.00	10/31-10/31	1	1	1	\$325.00	
10	TH	1230P-1P	NEWS 3 AT NOON		:30	\$325.00	11/01-11/01	1	1	1	\$325.00	
11	F	1230P-1P	NEWS 3 AT NOON		:30	\$325.00	11/02-11/02	1	1	1	\$325.00	
12	M	1230P-1P	NEWS 3 AT NOON		:30	\$325.00	11/05-11/05	1	1	1	\$325.00	

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Printed: 07/27/2012 11:40 AM 3 of 10

ECD Yes

Guidelines: All Times

Station	KSNV-TV LAS VEGAS, NV.	Agency	() CROSSROADS MEDIA	Rep Firm	() PHILADELPHIA
Advertiser	().AMER CROSSROADS	Sales Office	() CANAL CENTER PLAZA, SUITE 555	Salesperson	() AMY MCCREARY
Product	American Crossroads	Address	ALEXANDRIA, VA 22314		
Estimate#	694	Agency C/P1/P2/E	11/27/1694	Salesperson Phone#	215-568-6540
Buyer	Emily Milhoan	Flight Dates	10/30/2012 - 11/05/2012	Salesperson FAX#	215-568-1845
Phone#		Hiatus Weeks		Spots/Week	# of Weeks
Fax#	LT	Ln	Day	Program	Spots/Week
	---	---	---		---
29	F	1235A-	J	FALLON-NBC<	:30
		135A			\$250.00
30	M	1235A-	J	FALLON-NBC<	:30
		135A			\$250.00
31	TU	10A-11A	TODAY	SHW3-NBC	:30
					\$325.00
32	W	10A-11A	TODAY	SHW3-NBC	:30
					\$325.00
33	TH	10A-11A	TODAY	SHW3-NBC	:30
					\$325.00
34	F	10A-11A	TODAY	SHW3-NBC	:30
					\$325.00
35	M	10A-11A	TODAY	SHW3-NBC	:30
					\$325.00
36	TU	5A-6A	WAKE W/WAGNRS1		:30
					\$450.00
37	W	5A-6A	WAKE W/WAGNRS1		:30
					\$450.00
38	TH	5A-6A	WAKE W/WAGNRS1		:30
					\$450.00
39	F	5A-6A	WAKE W/WAGNRS1		:30
					\$450.00
40	M	5A-6A	WAKE W/WAGNRS1		:30
					\$450.00
41	TU	9A-10A	TODAY	SHW2-NBC	:30
					\$750.00
42	W	9A-10A	TODAY	SHW2-NBC	:30
					\$750.00
43	TH	9A-10A	TODAY	SHW2-NBC	:30
					\$750.00

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Advertiser	()AMER. CROSSROADS	66 CANAL CENTER PLAZA, SUITE 555	Sales Office ()	Salesperson ()	AMY MCCREARY
Product	American Crossroads	ALEXANDRIA, VA 22314			
Estimate#	694	Agency C/P1/P2/E 11/27/694			
Flight Dates		Flight Dates 10/30/2012 - 11/05/2012			
Hiatus Weeks					
Fax#	LIN	Day	Time	Program	Spots/Week # of Weeks Total Spots Total Cost
44	F	9A-10A	TODAY	SHW2-NBC	:30 \$750.00 11/02-11/02 1 1 \$750.00
45	M	9A-10A	TODAY	SHW2-NBC	:30 \$750.00 11/05-11/05 1 1 \$750.00
46	SA	630P-7P	JEP		:30 \$550.00 11/03-11/03 1 1 \$550.00
47	TU	7P-730P	WHEEL		:30 \$1,300.00 10/30-10/30 1 1 \$1,300.00
48	W	7P-730P	WHEEL		:30 \$1,300.00 10/31-10/31 1 1 \$1,300.00
49	TH	7P-730P	WHEEL		:30 \$1,300.00 11/01-11/01 1 1 \$1,300.00
50	F	7P-730P	WHEEL		:30 \$1,300.00 11/02-11/02 1 1 \$1,300.00
51	M	7P-730P	WHEEL		:30 \$1,300.00 11/03-11/05 1 1 \$1,300.00
52	TU	1135P-1235A	TONITE SHW-NBC<		:30 \$750.00 10/30-10/30 1 1 \$750.00
53	W	1135P-1235A	TONITE SHW-NBC<		:30 \$750.00 10/31-10/31 1 1 \$750.00
54	TH	1135P-1235A	TONITE SHW-NBC<		:30 \$750.00 11/01-11/01 1 1 \$750.00
55	F	1135P-1235A	TONITE SHW-NBC<		:30 \$750.00 11/02-11/02 1 1 \$750.00
56	M	1135P-1235A	TONITE SHW-NBC<		:30 \$750.00 11/05-11/05 1 1 \$750.00
57	TU	4P-5P	NEWS		:30 \$725.00 10/30-10/30 1 1 \$725.00
58	W	4P-5P	NEWS		:30 \$725.00 10/31-10/31 1 1 \$725.00

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Station	KSNV-TV LAS VEGAS, NV.	Agency	() CROSSROADS MEDIA 66 CANAL CENTER PLAZA, SUITE 555 ALEXANDRIA, VA 22314	Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY
Advertiser	() AMER. CROSSROADS	Agency C/P1/P2/E	11/27/694	Salesperson Phone# 215-568-6540
Product	American Crossroads	Flight Dates	10/30/2012 - 11/05/2012	Salesperson Fax# 215-568-1845
Estimate#	694	Hiatus Weeks		
Buyer	Emily Milhoan			
Phone#				
Fax#				
LT	In	Day	Time	Program
---	---	---	---	---
59	TH	4P-5P	NEWS	
60	F	4P-5P	NEWS	
61	M	4P-5P	NEWS	
62	TU	6A-7A	WAKE W/WAGNRS2	
63	W	6A-7A	WAKE W/WAGNRS2	
64	TH	6A-7A	WAKE W/WAGNRS2	
65	F	6A-7A	WAKE W/WAGNRS2	
66	M	6A-7A	WAKE W/WAGNRS2	
67	TU	7A-9A	TODAY SHW	
68	W	7A-9A	TODAY SHW	
69	TH	7A-9A	TODAY SHW	
70	F	7A-9A	TODAY SHW	
71	M	7A-9A	TODAY SHW	
72	TU	4P-430P	FIRST NWS 3-4<	
73	W	4P-430P	FIRST NWS 3-4<	
74	TH	4P-430P	FIRST NWS 3-4<	
75	F	4P-430P	FIRST NWS 3-4<	

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Station	KSNV-TV LAS VEGAS, NV.	Agency	() CROSROADS MEDIA	Rep Firm	() PHILADELPHIA
Advertiser	().AMER. CROSROADS	66 CANAL CENTER PLAZA, SUITE 555	Sales Office ()	Salesperson ()	AMY MCCREARY
Product	American Crosroads	ALEXANDRIA, VA 22314			
Estimate#	694	Agency C/P1/P2/E 11/27/694			
Buyer	Emily Milhoan	Flight Dates 10/30/2012 - 11/05/2012			
Phone#		Hians Weeks			
Fax#					
LT	Ln	Day	Time	Program	Spots/Week # of Weeks Total Spots Total Cost Daypart
---	---	---	---	---	---
76	M	4P-430P	FIRST NEWS 3-4<	:30 \$700.00	11/05-11/05 0 0 0 \$0.00
77	TU	5P-630P	VARIOUS	:30 \$1,200.00	10/30-10/30 1 1 1 \$1,200.00
78	W	5P-630P	VARIOUS	:30 \$1,200.00	10/31-10/31 1 1 1 \$1,200.00
79	TH	5P-630P	VARIOUS	:30 \$1,200.00	11/01-11/01 1 1 1 \$1,200.00
80	F	5P-630P	VARIOUS	:30 \$1,200.00	11/02-11/02 1 1 1 \$1,200.00
81	M	5P-630P	VARIOUS	:30 \$1,200.00	11/05-11/05 1 1 1 \$1,200.00
82	TU	12P-1230P	NEWS 3 AT NOON	:30 \$425.00	10/30-10/30 1 1 1 \$425.00
83	W	12P-1230P	NEWS 3 AT NOON	:30 \$425.00	10/31-10/31 1 1 1 \$425.00
84	TH	12P-1230P	NEWS 3 AT NOON	:30 \$425.00	11/01-11/01 1 1 1 \$425.00
85	F	12P-1230P	NEWS 3 AT NOON	:30 \$425.00	11/02-11/02 1 1 1 \$425.00
86	M	12P-1230P	NEWS 3 AT NOON	:30 \$425.00	11/05-11/05 1 1 1 \$425.00
87	SA	6A-7A	AVG. ALL WKS	:30 \$350.00	11/03-11/03 1 1 1 \$350.00
88	TU	3P-4P	DR. PHIL<	:30 \$450.00	10/30-10/30 1 1 1 \$450.00
89	W	3P-4P	DR. PHIL<	:30 \$450.00	10/31-10/31 1 1 1 \$450.00
90	TH	3P-4P	DR. PHIL<	:30 \$450.00	11/01-11/01 1 1 1 \$450.00
91	F	3P-4P	DR. PHIL<	:30 \$450.00	11/02-11/02 1 1 1 \$450.00

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Product	Estimate#	Buyer	Phone#	Agency C/P1/P2/E	11/27/694	Sales Office ()	Salesperson () AMY MCCREARY					
Fax#	LT	In	Day	Time	Program	Len	Rate	Dates	# of Weeks	Total Spots	Total Cost	Daypart
92	M	---	---	3P-4P	DR. PHIL<	:30	\$450.00	11/05-11/05	1	1	\$450.00	---
93	SU	---	---	7A-8A	SUN TODAY-NBC	:30	\$750.00	11/04-11/04	1	1	\$750.00	---
94	SA	---	---	7A-9A	AVG. ALL WKS	:30	\$625.00	11/03-11/03	1	1	\$625.00	---
95	W	---	---	9P-10P	SVU	:30	\$4,000.00	10/31-10/31	1	1	\$4,000.00	---
96	SA	8P-9P	---	NBC PRIME		:30	\$1,200.00	11/03-11/03	1	1	\$1,200.00	---
97	SA	8P-9P	---	AVG. ALL WKS		:30	\$550.00	11/03-11/03	0	0	\$0.00	---
98	SA	9A-930A	---	AVG. ALL WKS		:30	\$500.00	11/03-11/03	1	1	\$500.00	---
99	SA	11A-12P	---	AVG. ALL WKS		:30	\$175.00	11/03-11/03	0	0	\$0.00	---
100	SA	11P-113SP	---	WKD2 NEWS-AT 11<		:30	\$1,100.00	11/03-11/03	1	1	\$1,100.00	---
101	SU	930A-10A	CM			:30	\$600.00	11/04-11/04	1	1	\$600.00	---
102	SA	5P-630P	---	AVG. ALL WKS		:30	\$675.00	11/03-11/03	1	1	\$675.00	---
103	TH	10P-11P	---	ROCK CENTER		:30	\$3,200.00	11/01-11/01	1	1	\$3,200.00	---
104	TU	10P-11P	---	PARENTHOOD-NBC		:30	\$750.00	10/30-10/30	0	0	\$0.00	---
105	F	9P-11P	---	GRIMM-NBC/DATELINE ER-NBC		:30	\$1,400.00	11/02-11/02	0	0	\$0.00	---
106	TU	1P-2P	---	DAY\$-OUR LIVES<		:30	\$425.00	10/30-10/30	1	1	\$425.00	---
107	W	1P-2P	---	DAY\$-OUR LIVES<		:30	\$425.00	10/31-10/31	1	1	\$425.00	---
108	TH	1P-2P	---	DAY\$-OUR LIVES<		:30	\$425.00	11/01-11/01	1	1	\$425.00	---

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EC'd	Yes					Last Received:			07/26/2012 7:46 AM		
Station KSNV-TV LAS VEGAS, NV.											
Advertiser	() AMER. CROSSROADS					Agency	() CROSSEARDS MEDIA	Rep Firm	() PHILADELPHIA		
Product	American Crossroads						66 CANAL CENTER PLAZA, SUITE 555	Sales Office	() AMY MCCREARY		
Estimate#	694					Agency C/P1/P2/E	ALEXANDRIA, VA 22314 11/27/694	Salesperson	215-568-6540		
Buyer	Emily Milhoan					Flight Dates	10/30/2012 - 11/05/2012	Salesperson Phone#	215-568-1845		
Phone#						Hiatus Weeks		Salesperson FAX#			
Fax#											
LT	In	Day	Time	Program		Len	Rate	Dates	Spots/Week	# Off Weeks	Total Cost
---	---	---	---	---		---	---	---	---	---	Daypart
109	F	1P-2P	DAY-S-OUR LIVES<			:30	\$425.00	11/02-11/02	1	1	\$425.00
110	M	1P-2P	DAY-S-OUR LIVES<			:30	\$425.00	11/05-11/05	1	1	\$425.00
111	SU	9P-11P	LAW & ORDER<			:30	\$1,150.00	11/04-11/04	0	0	\$0.00
112	SU	9A-930A	Avg. All Wks			:30	\$500.00	11/04-11/04	1	1	\$500.00
113	TU	11P-1135P	NEWS 3 AT 11<			:30	\$1,200.00	10/30-10/30	1	1	\$1,200.00
114	W	11P-1135P	NEWS 3 AT 11<			:30	\$1,200.00	10/31-10/31	1	1	\$1,200.00
115	TH	11P-1135P	NEWS 3 AT 11<			:30	\$1,200.00	11/01-11/01	1	1	\$1,200.00
116	F	11P-1135P	NEWS 3 AT 11<			:30	\$1,200.00	11/02-11/02	1	1	\$1,200.00
117	M	11P-1135P	NEWS 3 AT 11<			:30	\$1,200.00	11/05-11/05	1	1	\$1,200.00
118	W	9P-11P	Avg. All Wks			:30	\$2,360.00	10/31-10/31	0	0	\$0.00
*119	TU-W	630P-7P	FACE-J RALSTON<			:30	\$900.00	10/30-10/31	2	1	\$1,800.00
Station Remark: V4 NOT NA - 730-8P FACE TO FACE											
*120	TH-F	630P-7P	FACE-J RALSTON<			:30	\$900.00	11/01-11/02	2	1	\$1,800.00
Station Remark: V4 NOT NA - 730-8P FACE TO FACE											
*121	M	630P-7P	FACE-J RALSTON<			:30	\$900.00	11/05-11/05	1	1	\$900.00
Station Remark: BIGST LR12-NBC											
122	TU	8P-9P	BIGST LR12-NBC			:30	\$1,350.00	10/30-10/30	0	0	\$0.00
123	TH	8P-9P	COMMUNITY-NBC/PARK & REC-NBC			:30	\$1,350.00	11/01-11/01	0	0	\$0.00

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Station	KSNV-TV LAS VEGAS, NV. Advertiser () AMER CROSSROADS	Ver#	4	Status	Returned	Agency () CROSSROADS MEDIA 66 CANAL CENTER PLAZA, SUITE 555 ALEXANDRIA, VA 22314 Agency C/P1/P2/E 11/27/694 Flight Dates 10/30/2012 - 11/05/2012 Hiatus Weeks	Agency () CROSSROADS MEDIA 66 CANAL CENTER PLAZA, SUITE 555 ALEXANDRIA, VA 22314 Agency C/P1/P2/E 11/27/694 Flight Dates 10/30/2012 - 11/05/2012 Hiatus Weeks	Rep Firm () PHILADELPHIA () AMY MCCREARY	Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY			
Product	American Crossroads	Estimate#	694	Buyer	Emily Milhoan	Phone#		Salesperson Phone#	215-568-6540			
Fax#		Ln	Day	Time	Program	Len	Rate	Dates	Total Cost			
IF		---	---	---	---	---	---	Spots/Week # of Weeks	Total Spots			
124	M	9P-11P	SING OFF-NBC/ROCK-WLIMS-NBC			:30	\$3,000.00	11/05-11/05	0	0	0	\$0.00
125	TU	8P-10P	BIGST LR12-NBC			:30	\$3,000.00	10/30-10/30	0	0	0	\$0.00
126	SU	8A-9A	MEET PRESS-SUN			:30	\$3,000.00	11/04-11/04	1	1	1	\$3,000.00
127	SU	9P-10P	BuyLine Comment: NEWS AFT NFL			:30	\$1,200.00	11/04-11/04	1	1	1	\$1,200.00

—REPORT TOTALS—

Report Totals: 111 / \$83,275.00

—SALES MONTHLY TOTALS—

Nov 12:
 Sales Totals: 111 / \$83,275.00
 Station Totals: 111 / \$83,275.00
 Lines not sent/reld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals

\$268,629

CATV

0%

KBLR

0%

KTNV

16%

KVCF

1%

KLAS

33%

KVMY

1%

KVVU

17%

—COMPETITIVE COMMENTS—

EST SHARES

Books NOV12
 Demos FA35+

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Advertiser () AMER. CROSSROADS
Product American Crossroads
Estimate# 694
Buyer Emily Milhoan
Phone#
Fax#
CASH IN ADVANCE

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/694
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson ()

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